Resolution initiating a landmark designation under Article 10 of the Planning Code for the Alexandria Theatre, at 5400 Geary Boulevard, Assessor's Parcel Block No. 1450, Lot No. 048.

WHEREAS, Under Planning Code, Section 1004.1, the Board of Supervisors may, by Resolution, initiate landmark designation; and

WHEREAS, The Alexandria Theatre, located at 5400 Geary Boulevard, Assessor's Parcel Block No. 1450, Lot No. 048, is representative of Neighborhood Movie Palaces in San Francisco, known for their bright lights and elaborate character; and

WHEREAS, The construction and operation of the Alexandria Theatre was undertaken by the Levin family, owners of San Francisco Theaters, Inc., as part of the family's circuit of San Francisco neighborhood theaters; and

WHEREAS, The Alexandria Theatre was the Levin family's flagship theater amongst the other neighborhood theaters in San Francisco that were erected, owned, and operated by San Francisco Theaters, Inc.; and

WHEREAS, The Alexandria Theatre was built in 1923 in the Egyptian Revival architectural style, and designed by one of San Francisco's leading architectural firms, Reid Brothers; and

WHEREAS, Reid Brothers, after beginning their career in Illinois, became one of the most successful firms in San Francisco, designing numerous important buildings in San Francisco and California including the Fairmont Hotel, the Cliff House, and many movie theaters in the Bay Area; and
WHEREAS, The Alexandria Theatre was remodeled in 1941 in the Streamline Moderne style by architect Alexander Aimwell (A.A.) Cantin, one of California’s first registered architects, and a prominent San Francisco architect with an active career that included design of several other notable movie theaters; and

WHEREAS, The Alexandria Theatre is a representative and significant example of the work of architectural firm of merit, Reid Brothers, and of architect of merit, A.A. Cantin; and

WHEREAS, The Alexandria Theater had a special significance for its sheer magnitude, with one of the largest capacities of any neighborhood theater in San Francisco; and

WHEREAS, The original 2000-seat interior of the Alexandria Theatre was converted to a three-screen multi-plex in 1976; and

WHEREAS, While the Alexandria Theatre was, for much of its life, a second-run neighborhood theater, in the late 1950s it was converted to a first-run, reserved seat operation with several films running for nearly a year or more; and

WHEREAS, The Alexandria Theatre was constructed within a neighborhood commercial strip, and falls into the period of significance for Neighborhood Movie Palaces as documented in the draft report of San Francisco Neighborhood Movie Theater Non-Contiguous Multiple Property Historic District Context Statement; and

WHEREAS, Many of San Francisco’s single-screen movie theaters and Neighborhood Movie Palaces have closed or have been converted to other uses in the past few decades and these Neighborhood Movie Palaces are important and unique cultural institutions in San Francisco; and

WHEREAS, The Alexandria Theatre had served as a beacon to the central and outer Richmond District neighborhoods, drawing in people from around the city to watch a movie and frequent local small businesses; and
WHEREAS, The Alexandria Theatre was a cultural hub for the Richmond District community, as a central point where neighbors would come to socialize and patronize the Geary Boulevard corridor; and

WHEREAS, The Alexandria Theatre exhibits and retains many of the character-defining features of a Neighborhood Movie Palace; and

WHEREAS, The Alexandria Theatre was found eligible for listing on the California Register of Historical Resources individually and as part of a historic district in a CEQA evaluation determined by the Planning Department; and

WHEREAS, The Alexandria Theatre's physical structure, with blade sign, marquee, chandelier, Egyptian revival motif murals, and the six rounded columns also holds unique architectural and aesthetic interest and value; and

WHEREAS, The landmark should preserve generally all of its particular exterior features, including the features described as the blade sign, the marquee, the chandelier, and the murals; now, therefore, be it

RESOLVED, That the Board hereby initiates landmark designation of the Alexandria Theatre, built in 1923, and located at 5400 Geary Boulevard; and, be it

FURTHER RESOLVED, That the Board of Supervisors requests that the Planning Department prepare a Landmark Designation Report to submit to the Historic Preservation Commission for its consideration of the unique historical, architectural, and aesthetic interest and value of property and existing structure; and, be it

FURTHER RESOLVED, That the Board of Supervisors requests that the Historic Preservation Commission consider whether the Alexandria Theatre warrants landmark designation and submit its recommendation to the Board according to Article 10 of the Planning Code.

Supervisor Chan

BOARD OF SUPERVISORS
Resolution initiating a landmark designation under Article 10 of the Planning Code for the Alexandria Theatre, at 5400 Geary Boulevard, Assessor’s Parcel Block No. 1450, Lot No. 048.

March 14, 2023 Board of Supervisors - ADOPTED
Ayes: 11 - Chan, Dorsey, Engardio, Mandelman, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

I hereby certify that the foregoing Resolution was ADOPTED on 3/14/2023 by the Board of Supervisors of the City and County of San Francisco.

[Signature]
Angela Calvillo
Clerk of the Board

Unsigned
London N. Breed
Mayor

3/24/2023
Date Approved
File No. 230266

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, or time waived pursuant to Board Rule 2.14.2, became effective without her approval in accordance with the provision of said Section 3.103 of the Charter or Board Rule 2.14.2.

[Signature]
Angela Calvillo
Clerk of the Board

[Date]